HMP’s Consultant360 and Managed Health Care Connect Brands Announced as Finalists for Best Healthcare Website

Digital brands among five finalists for prestigious Eddie Awards that recognize outstanding design and uncompromising journalism

Malvern, PA (PRWEB) September 18, 2017 -- HMP, a leader in healthcare events and education, today announced that two of its premier digital brands, Consultant360 and Managed Health Care Connect, are finalists for ‘Best Healthcare Website’ for the 2017 Folio Magazine Eddie Digital Awards, an annual competition recognizing editorial and design excellence across a range of sectors.

Five brands were selected as finalists from more than two thousand submissions after several rounds of scoring by a diverse panel of leaders within the digital healthcare community. Applicants were evaluated on creativity, innovation, and demonstrated success in reaching or exceeding business objectives. Winners will be announced during the Eddie & Ozzie Awards luncheon in New York City on October 11, 2017.

“It’s an honor for two brands in our digital portfolio to be recognized as Eddie Award finalists this year,” said Pooja Shah, director of digital strategy and editorial director, Primary Care Division. “There is a rapid transformation taking place throughout the digital healthcare community and our brands are leading the way in delivering timely, relevant news and practical, useful resources to healthcare professionals in clinics, pharmacies, and hospitals across the country.”

Managed Health Care Connect, the digital home to three managed care brands—Annals of Long-Term Care: Clinical Care and Aging, Pharmacy Learning Network, and First Report Managed Care—was selected as a finalist for its innovative format and its content, which includes original research, deep-dive reports, and expert commentary on the latest developments in managed care. Consultant360, the platform relied upon by primary care physicians, nurse practitioners, physician assistants, nurses, specialists, pharmacists, and others, was selected on the strength and diversity of its content—medical news, clinical research summaries, podcasts, videos, and interactive diagnostic quizzes. Both Consultant360 and Managed Health Care Connect provide user-friendly experiences for visitors, focused on delivering content in the most convenient and digestible forms that meet the unique needs of today’s clinicians and health professionals. Each site also has an extensive social media presence with highly engaged audiences.

To learn more about Consultant360, visit consultant360.com. To learn more about Managed Health Care Connect, visit managedhealthcareconnect.com.

About HMP
HMP is the force behind Healthcare Made Practical—and is a multichannel leader in healthcare events and education, with a mission to improve patient care. The company produces accredited medical education events and clinically relevant, evidence-based content for the global healthcare community across a range of therapeutic areas. Its brands include Consultant, the monthly, award-winning journal relied upon by primary care providers; Psych Congress, the largest independent mental health meeting in the U.S.; EMS World Expo, North America's largest EMT and paramedic event; and the Symposium on Advanced Wound Care (SAWC), the largest wound care meeting in the world. HMP is supported by its lead investor, Susquehanna Growth Equity, LLC (SGE). For more information, visit hmpglobal.com.
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